

GROCER FREQUENTLY ASKED QUESTIONS ABOUT JUICE CONTRACT IMPLEMENTATION

1. Why is WIC doing a rebate on juices and limiting the choices?

Response: The WIC program decided to do a rebate on juices because the money received from this rebate was needed to help support WIC participation in California. In this situation, we have an individual rebate contract for each flavor and form and that is why we can only offer a certain number of juices.

2. Must a store carry all the frozen and ready-to-drink (RTD) juices listed in the WIC Authorized Food List (WAFL)?

Response: A store must carry all the flavors of juice in one form (either frozen or RTD). Even if they decide to carry all the flavors in the frozen form, they don't have to carry all four of the blended juice flavors or both of the white and purple grape juice. If a store chooses to carry frozen juice as their complete line, then they must carry at least one variety of the Welch's blended fruit juice to satisfy the requirement for blended juice. Also, they must carry at least one Welch's grape (either white or purple) to satisfy the requirement for grape juice. Please note that stores that choose to carry the complete frozen don't have to carry vegetable juice, as it is only authorized in RTD form.

If stores choose to carry the RTD as their complete line, then they must carry the vegetable juice in addition to the other required flavors.

3. What is a complete line?

Response: Our contracts are for either frozen or ready-to-drink (RTD) shelf stable juice (64 oz.) A grocer must carry all of the flavors in one or the other form. If they choose to carry both frozen and RTD, then at least one form must offer choices in all the flavor categories. WIC participants will have food instruments (FIs) that are either all frozen or all shelf stable RTD. Participants are not allowed to mix frozen and RTD. Therefore, grocers cannot meet the criteria by having some flavors in frozen and other flavors in RTD.

4. What is the minimum stocking requirement for juice?

Response: The minimum stocking requirement for frozen juice is four containers of each flavor. The minimum stocking requirement for shelf stable juice is three containers of each flavor.

Grocers may stock more of some flavors than others, as long as they stock adequate inventory to meet customer needs within a particular juice form. This means that if the grocer stocks a smaller amount of one flavor, the grocer must stock more of the other flavors. The grocer must carry all the flavors in a form, as a complete line, and must carry adequate inventory of juice to meet participant needs.

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- 5. I am not able to get some of the WIC juices from the wholesaler. What do I do?**

Response: Call your WIC grocer analyst at (916) 928-8705.

- 6. Can I redeem a check that does not have my store in the 'pay to order' line on the check and has "Any Authorized Grocer" listed instead? What does that mean?**

Response: Yes, you can redeem a check that has "Any Authorized Grocer" in the pay to order space. "Any Authorized Grocer" or AAG means that a participant may use these checks at any grocer that is authorized for WIC in the State of California. If you have any other questions about AAG, talk with your grocer analyst.

- 7. WIC customers are coming to my store with old juice checks (issued before July 12, 2004) but I don't have enough stock of the old juices. What should I do?**

Response: The old juice checks list all the flavor choices within one form and refer the participant to the Shopping Guide or WIC Authorized Food List for the specific juices allowed. Participants should be allowed to select off the old Shopping Guide or the new Shopping Guide so that both the new contract juices and the old authorized juices would be allowed, except for the blended fruit juice that was not a choice on the old food instruments.

- 8. What should I do if a WIC customer with the new check wants to buy one of the juices allowed with the old check?**

Response: The new juice checks are specific to form, flavor, brand and quantity. Participants can only redeem the new juice check for the specific juice listed on it. The reason is that we must be able to assure the contracted juice manufacturers that WIC is selling the correct juices and that we are not billing them for another brand of juice.

- 9. Is more than one juice listed on the new juice check?**

Response: For all RTD juices only one juice is printed on the check. For frozen juices, only one brand and flavor category is listed on an FI. However, if participants select grape juice, both the purple and white variety will be printed on the checks. If they select blended juice, four different Welch's blended juice varieties will be printed on the checks. Other frozen juice flavors have only one juice variety available.

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- 10. When a customer is using the new juice check, can I sell any juice within a flavor as long as it is the right brand? For example, can I sell Hansen's Apple-Grape without calcium or Langer's Orange Juice Plus to them?**

Response: No, you must sell the specific product(s) listed on the new juice check.

- 11. Can I sell the store brand/private label juice that does not have the approved symbol on the cap of the bottle to WIC customers using the new juice checks?**

Response: No, only the store brand/private label juices that have the approved symbol on the bottle cap may be sold in WIC juice transactions when a customer is using the new juice check. See the Shopping Guide and the juice posters for the approved symbol.

- 12. Why can't participants get the purple grape juice in a bottle with new WIC checks?**

Response: The juice manufacturing company that won the rebate contract did not bid a purple grape juice in the RTD form. However, participants can ask for FIs for frozen juice and choose the contracted frozen purple grape juice.

- 13. What is in blended juices?**

Response: We have authorized two types of blended juices- blended vegetable and blended fruit.

Blended Vegetable—It usually consists of a variety of vegetables which include tomato, celery, carrots...

Blended Fruit juice—It varies a great deal. The blended fruit juice that we are offering is RTD Apple-Grape that is a blend of those two juices. The blended fruit juice authorized in the frozen form is mainly grape juice but depending on which specific one you select, it will have peach, raspberry, pear or cranberry juice in small quantities.

- 14. Is Vegetable Juice Cocktail really "juice"?**

Response: The rebated vegetable juice cocktail is 100% juice. However, the industry also uses the term "cocktail" for juice drinks that are not 100% juice. Juice cocktails are different from 100% vegetable juice cocktail, because most cocktails are more like punch or juice-ades, and may have only 10 to 30 percent juice. They are not allowed on WIC. For any WIC juices look on the label to make sure the product says 100% juice.

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15. Which of your juices are kosher?

Please refer to the table below. This list will be updated as changes occur.

Kosher Juices			
Form (container)	Type (flavor)	Lines	Vendor
Frozen Concentrate Juice (11.5 or 12 ounces)			
	Orange		Langers
	Apple		Langers
	Pineapple		Old Orchard
Form (container)	Type (flavor)	Lines	Vendor
Shelf Stable Ready-to-drink (RTD) Juice (64 ounces)	Pineapple		Langers
	Vegetable		Cliffstar
	Orange		Cliffstar